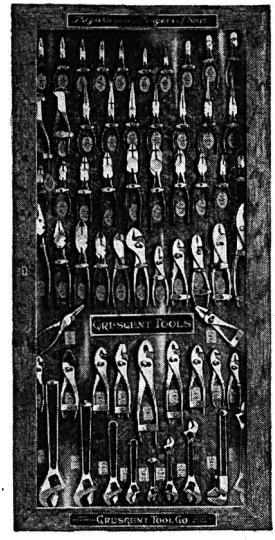
Mobilized *for quick action across the counter!*



"Mobilized," according to the dictionary, means 'rendered easy to move or readily moved'."

There are several reasons why Crescent Tools are so easily moved over the accessory counter.

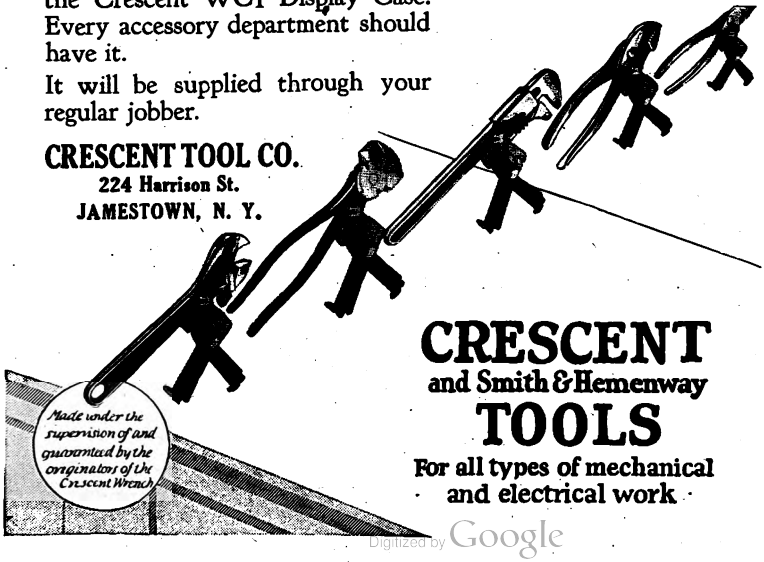
One is the reputation Crescent Tools have among car owners and automobile mechanics. Everyone is familiar with their quality.

Another is the steady and consistent advertising of Crescent Tools in magazines of national circulation.

Another important reason is the convenience and attractiveness of the Crescent WC1 Display Case. Every accessory department should have it.

It will be supplied through your regular jobber.

CRESCENT TOOL CO.
224 Harrison St.
JAMESTOWN, N. Y.



CRESCENT
and Smith & Hemenway
TOOLS
For all types of mechanical and electrical work

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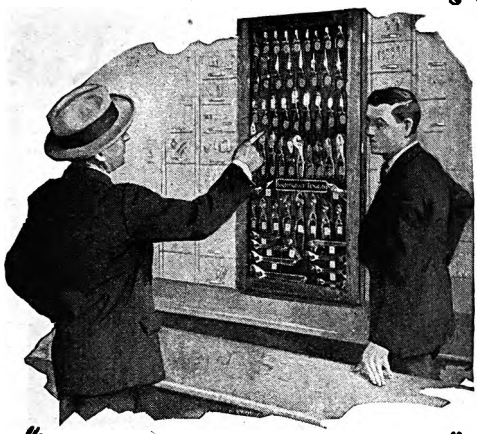


"That's it-right there"

No hesitation—no unsatisfied withdrawal—no half-pleased customers—when there is a WC1 Display Case to select from. There they are in plain sight. The tool-buyer compares them, measures them up beside his own visualized knowledge of the job to be done and gets exactly the one he wants.

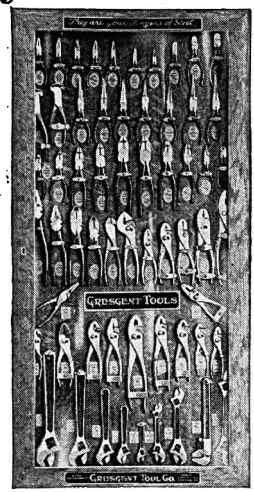
Every tool is tagged with its correct catalog number and retail price. This makes it easy for a customer to quickly select what he wants and for the dealer to reorder. The size of the Display Case is 24½ X 48½, and is furnished at the price of the tools only, with no charge for the Case.

If you haven't yet obtained a WC1 Display Case, let us send it, through your jobber, in time to help you meet the spring demand for Crescent and Smith & Hemenway Wrenches, Pliers and other small tools.

CRESCENT TOOL COMPANY
224 Harrison St. Jamestown, N. Y.

CRESCENT
and Smith & Hemenway
TOOLS

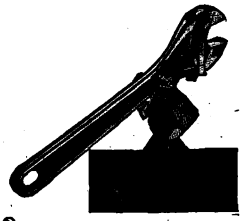
Made under the supervision of and guaranteed by the originators of the Crescent Wrench.



59 best sellers at a glance

The wrenches and pliers in the WC1 Display Case are fast-selling types and sizes. They are in constant demand among car owners, electricians, farmers and general tool-users.

Below is illustrated one of the Crescent cutouts for displaying wrenches and pliers. They are supplied in sets of six to all dealers handling Crescent and Smith & Hemenway Tools who wish to use the cutouts for window or counter display.



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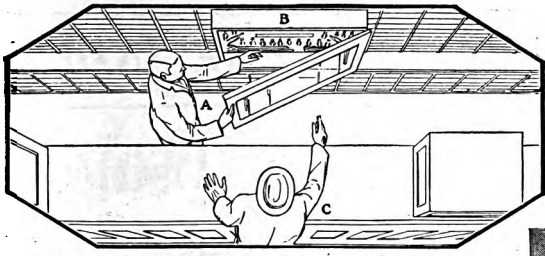
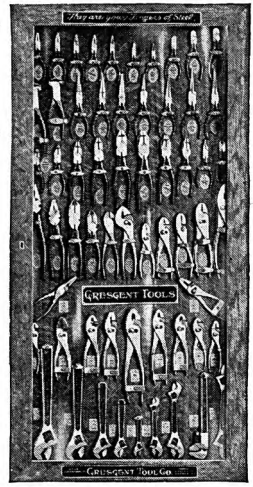


A bird's-eye view of a *profitable transaction*

(A) The counter salesman, reaches into (B) the WC1 Display Case of Crescent and Smith & Hemenway Tools for the exact wrench or plier designated by (C), the customer.

The salesman is enabled to serve his customer in the shortest possible time.

The customer goes away with complete satisfaction because he has easily found exactly what he wants. His satisfaction is of the kind that brings him back to the same store when he wants other goods in the same line, because all the tools in the WC1 Display are *made under the supervision of and guaranteed by the originators of the Crescent Wrench.*



A face-to-face view of the star performer.

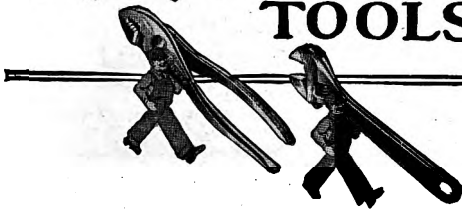
The WC1 Display Case is an attractive piece of store furniture. It holds fifty-nine of the fastest-selling Crescent and Smith & Hemenway wrenches and pliers. It will be supplied through your regular jobber at the price of the tools it contains with no charge for the Case itself.

CRESCENT TOOL COMPANY

224 Harrison St. Jamestown, N. Y.

Manufacturers of

CRESCENT *and Smith & Hemenway* TOOLS



At the left are shown three of the Crescent window or counter cut-outs designed to display Crescent and Smith & Hemenway Tools. They are supplied in sets of six to dealers handling these tools.

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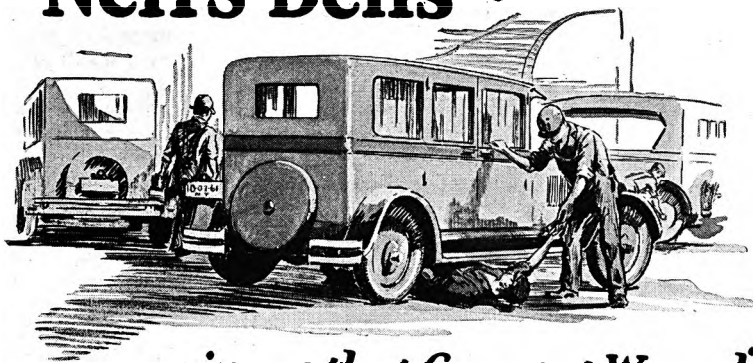
"Nell's Bells ~



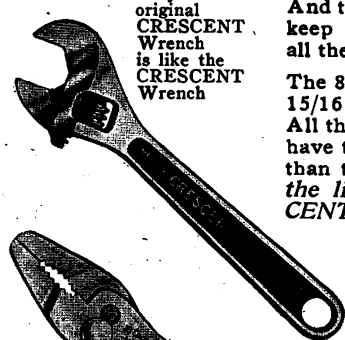
-- gimme that Crescent Wrench"

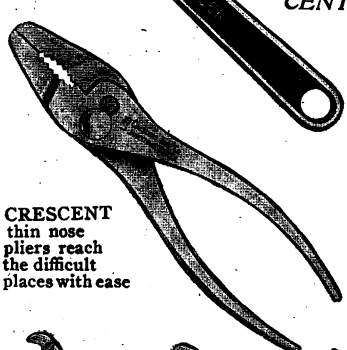
Ever slip under a car to make some quick adjustment . . . . . then find that the three or four wrenches in your pocket wouldn't fit?

If you have, you're not the first by any means. And that's one reason why so many mechanics keep a *CRESCENT Wrench* in their pocket all the time.

The 8-inch wrench not only fits every nut up to 15/16 of an inch, but it holds and turns 'em. All the CRESCENT-Smith & Hemenway Tools have this knack of doing the job well, and more than that *they carry a guarantee backed to the limit by the originators of the CRESCENT Wrench.*

Only the original CRESCENT Wrench is like the CRESCENT Wrench

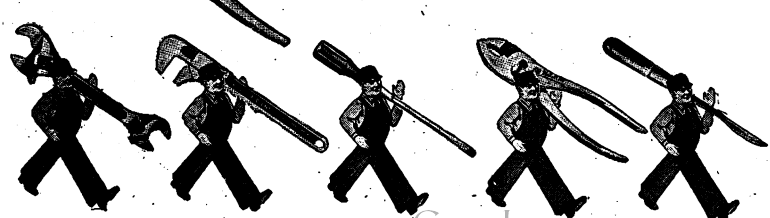




CRESCENT thin nose pliers reach the difficult places with ease

CRESCENT TOOL CO.
224 Harrison St., Jamestown, N. Y.

CRESCENT
and Smith & Hemenway
TOOLS



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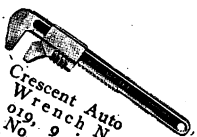
TOUGH!

Yes, sir, tough! That's one thing about a Crescent wrench—it'll stand the grief. Crescent wrenches take all comers and ask no favors. It may be a delicate adjustment job or a frozen spindle bolt—it makes no difference.

And Crescent wrenches are more than tough. Toughness alone is a simple virtue, even a crowbar has it, but when you combine easy adjustment and perfect balance with toughness—then you've done something. That's exactly what you find in every tool that bears the Crescent-Smith & Hemenway mark.



Crescent Auto Wrench No. 019, 9 inch, No. 011, 11 inch

Motor Kit Combination Pliers

Bearing Scraper No. 087 "V" Shape Non-chattering

CRESCENT TOOL CO.

224 Harrison Street, Jamestown, N. Y.

CRESCENT

and Smith & Hemenway

TOOLS

Made under the supervision of and guaranteed by the originators of the Crescent Wrench

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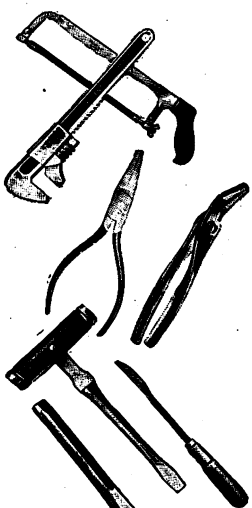
BEAR DOWN big boy!

you can't break that 18 inch Crescent

This 18-inch Crescent Wrench has a capacity opening of 2 1-16 inches. Anything up to that size—it'll *move*. There's no slipping, no giving, no breakage. Crescent Tools are built for work and lots of it.

In addition to the famous Crescent Wrench, the Crescent-Smith & Hemenway line includes auto wrenches, screwdrivers, pliers of all kinds, hacksaws, punches, cold chisels, bearing scrapers, snips, etc.

Whether you are buying tools to use yourself or to sell to your customers, the Crescent mark is a sure sign of satisfaction.



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